

WHAT IS CLAIMED IS:

1. Personal care compositions for topical application to the hair or skin, said compositions comprising a solid polymeric foam, said polymeric foam comprising:

(A) a solid polymer structurant having a viscosity of less than about 15 cP in accordance with a Cold Water Insolubility Test and a viscosity of greater than about 10 cP in accordance with a Hot Water Solubility Test; and

(B) an active ingredient comprising a surfactant in a weight ratio of the surfactant to the solid polymer structurant of from about 1: 1.6 to about 10:1;

wherein the solid polymeric foam water disintegrates in water in accordance with a Substrate Disintegration Test such that no individual foam pieces remain after disintegration that have a topographical area of more than about 10% of the topographical area of the solid polymeric foam prior to application with water.

2. A personal care composition according to Claim 1, wherein the solid polymeric structurant is a synthetic polymer.

3. A personal care composition according to Claim 1, wherein the solid polymeric foam is prepared by a process comprising the steps of:

(A) heating a liquid composition containing at least about 3% by weight of the polymeric structurant as solubilized or dispersed polymer in said liquid composition at a temperature of at least about 55°C;

(B) introducing air to the heated liquid composition; and

(C) drying the air-containing composition to form the solid polymeric foam.

4. A personal care composition according to Claim 1, wherein the solid polymeric foam has an Immersion Density of from about 0.23 grams/cm³ to about 1.20 grams/ cm³.

5. A personal care composition according to Claim 1, wherein the solid polymeric foam has a Calculated Density of from about 0.23 grams/cm³ to about 1.2 grams/ cm³.

6. A personal care composition according to Claim 1, wherein the disintegrated polymeric foam contains no individual foam pieces having a topographical area of more than 0.10 inch ² as determined by the Substrate Disintegration Test.

7. A personal care composition according to Claim 1, wherein the personal care composition is in the form of a thin sheet having a Foam Thickness of from about 0.2mm to about 40 mm.

8. A personal care composition according to Claim 1, wherein the personal care composition is in the form of a thin sheet having a Foam Thickness of from about 1.5 mm to about 7 mm.

5 9. A personal care composition according to Claim 1, wherein the solid polymeric foam has a basis weight of from about 250 grams/m² to about 1,000 grams/m².

10. A personal care composition according to Claim 1, wherein the solid polymeric foam has a basis weight of from about 50 grams/m² to about 3,000 grams/m².

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11. A personal care composition according to Claim 1, wherein the solid polymeric foam has a Dry Drape Value of from zero to about 84.

12. A personal care composition according to Claim 1, wherein the solid polymeric foam has a
15 Dry Drape Value of from about 30 to about 80.

13. A personal care composition according to Claim 1, wherein the solid polymeric foam has a Wet Drape Value of from about 5 to about 84.

20 14. A personal care composition according to Claim 1, wherein the solid polymeric foam has a Wet Drape Value of from about 40 to about 84.

15. A personal care composition according to Claim 1, wherein the solid polymeric foam has a Total Lather Volume of from about 1,000 ml to about 4,000 ml.

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16. A personal care composition according to Claim 1, wherein the solid polymeric foam has a Total Lather Volume of from about 2,000 ml to about 4,000 ml.

17. A personal care composition according to Claim 1, wherein the solid polymeric foam has a
30 Total Lather Volume of from about 400 ml to about 1,000 ml.

18. A personal care composition according to Claim 1, wherein the solid polymeric foam has a Total Lather Volume of from about 400 ml to about 700 ml.

35 19. A personal care composition according to Claim 1, wherein the solid polymeric foam has a Dissolution Rate of from about 10% to about 100%.

20. A personal care composition according to Claim 1, wherein the solid polymeric foam has a Dissolution Rate of from about 27% to about 80%.

5 21. A personal care composition according to Claim 1, wherein the solid polymer foam has a Moisture Retention of less than about 0.95 grams.

22. A personal care composition according to Claim 1, wherein the solid polymer foam has a Moisture Retention of less than about 0.1 grams.

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23. A personal care composition according to Claim 1, wherein the surfactant represents from about 0.5% to about 75% by weight of the solid polymeric foam.

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24. A personal care composition according to Claim 1, wherein the surfactant represents from about 1% to about 50% by weight of the solid polymeric foam.

25. A personal care composition according to Claim 1, wherein the surfactant comprises an anionic cleansing surfactant.

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26. A personal care composition according to Claim 1, wherein the solid polymeric foam further comprises a plasticizing agent.

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27. A personal care composition according to Claim 26, wherein plasticizing agent is selected from the group consisting of glycerol, propylene glycol, butylenes glycol, cyclohexane dimethanol, alkyl phthallates, allyl phthallates, naphthalates, ethyl acetate, butyl acetate, benzyl alcohol, amyl acetate, propyl acetate, acetone, heptane, iso-butyl acetate, iso-propyl acetate, toluene, methyl acetate, iso-butanol, n-amyl alcohol, n-butyl alcohol, hexane, methanol, ethanol, n-propanol, isopropanol, n-butanol, isobutanol, methylethylketone, acetone, and combinations thereof.

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28. A personal care composition according to Claim 1, wherein the solid polymer structurant is selected from the group consisting of polyvinyl alcohols, polyvinyl pyrrolidone, polyalkylene oxides, celluloses, cellulose derivatives, polysaccharides, polysaccharide derivatives, polycarboxylic acids, salts of polycarboxylic acids, polyamino acids, peptides, polyamides, polyacrylamides, polyesters, poly(vinyl methyl ether-co-maleic anhydride), alginates, alginate

derivatives, pectins, polyethylene oxides, gelatins, carrageenans, chitosans, starches, starch derivatives, and combinations thereof.

29. A personal care composition according to Claim 1, wherein the solid polymer structurant
5 comprises polyvinyl alcohol.

30. A personal care composition according to Claim 1, wherein the weight ratio of the surfactant to the solid polymer structurant is from about 1:1.6 to about 3:1.

10 31. A personal care composition according to Claim 1, wherein the composition is in the form of a textured substrate.

32. A personal care composition for topical application to the hair or skin, said composition comprising a solid polymeric foam, said polymeric foam comprising:

15 (A) a solid polymer structurant having a first viscosity of less than about 15 cP in accordance with the Cold Water Insolubility Test and a second viscosity of greater than about 15 cP in accordance with the Second Cold Water Insolubility Test; and

(B) an active ingredient comprising a surfactant in a weight ratio of the surfactant to the solid polymer structurant of from about 1 : 1.6 to about 10:1;

20 wherein the solid polymeric foam water disintegrates in water in accordance with the Substrate Disintegration Test such that no individual foam pieces remain after disintegration that have a topographical area of more than about 10% of the topographical area of the solid polymeric foam prior to application with water.

25 33. A personal care composition according to Claim 32, wherein the solid polymeric structurant is a synthetic polymer.

34. A personal care composition according to Claim 32, wherein the solid polymeric foam is prepared by a process comprising the steps of:

30 (A) heating a liquid composition containing at least about 3% by weight of the polymeric structurant as solubilized or dispersed polymer in said liquid composition at a temperature of at least about 55°C;

(B) introducing air to the heated liquid composition; and

(C) drying the air-containing composition to form the solid polymeric foam.

35. A personal care composition according to Claim 32, wherein the solid polymeric foam has an Immersion Density of from about 0.23 grams/cm³ to about 1.20 grams/ cm³.

36. A personal care composition according to Claim 32, wherein the solid polymeric foam has a
5 Calculated Density of from about 0.23 grams/cm³ to about 1.2 grams/ cm³.

37. A personal care composition according to Claim 32, wherein the disintegrated polymeric foam contains no individual foam pieces having a topographical area of more than 0.10 inch ² as determined by the Substrate Disintegration Test.

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38. A personal care composition according to Claim 32, wherein the personal care composition is in the form of a thin sheet having a Foam Thickness of from about 0.2mm to about 40 mm.

39. A personal care composition according to Claim 32, wherein the personal care composition
15 is in the form of a thin sheet having a Foam Thickness of from about 1.5 mm to about 7 mm.

40. A personal care composition according to Claim 32, wherein the solid polymeric foam has a basis weight of from about 250 grams/m² to about 1,000 grams/m².

41. A personal care composition according to Claim 32, wherein the solid polymeric foam has a
20 basis weight of from about 50 grams/m² to about 3,000 grams/m².

42. A personal care composition according to Claim 32, wherein the solid polymeric foam has a Dry Drape Value of from zero to about 84.

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43. A personal care composition according to Claim 32, wherein the solid polymeric foam has a Dry Drape Value of from about 30 to about 80.

44. A personal care composition according to Claim 32, wherein the solid polymeric foam has a
30 Wet Drape Value of from about 5 to about 84.

45. A personal care composition according to Claim 32, wherein the solid polymeric foam has a Wet Drape Value of from about 40 to about 84.

46. A personal care composition according to Claim 32, wherein the solid polymeric foam has a
35 Total Lather Volume of from about 1,000 ml to about 4,000 ml.

47. A personal care composition according to Claim 32, wherein the solid polymeric foam has a Total Lather Volume of from about 2,000 ml to about 4,000 ml.

5 48. A personal care composition according to Claim 32, wherein the solid polymeric foam has a Total Lather Volume of from about 400 ml to about 1,000 ml.

49. A personal care composition according to Claim 32, wherein the solid polymeric foam has a Total Lather Volume of from about 400 ml to about 700 ml.

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50. A personal care composition according to Claim 32, wherein the solid polymeric foam has a Dissolution Rate of from about 10% to about 100%.

15 51. A personal care composition according to Claim 32, wherein the solid polymeric foam has a Dissolution Rate of from about 27% to about 80%.

52. A personal care composition according to Claim 32, wherein the solid polymer foam has a Moisture Retention of less than about 0.95 grams.

20 53. A personal care composition according to Claim 32, wherein the solid polymer foam has a Moisture Retention of less than about 0.1 grams.

54. A personal care composition according to Claim 32, wherein the surfactant represents from about 0.5% to about 75% by weight of the solid polymeric foam.

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55. A personal care composition according to Claim 32, wherein the surfactant represents from about 1% to about 50% by weight of the solid polymeric foam.

30 56. A personal care composition according to Claim 32, wherein the surfactant comprises an anionic cleansing surfactant.

57. A personal care composition according to Claim 32, wherein the solid polymeric foam further comprises a plasticizing agent.

35 58. A personal care composition according to Claim 57, wherein the plasticizing agent is selected from the group consisting of glycerol, propylene glycol, butylenes glycol, cyclohexane

dimethanol, alkyl phthallates, allyl phthallates, naphthalates, ethyl acetate, butyl acetate, benzyl alcohol, amyl acetate, propyl acetate, acetone, heptane, iso-butyl acetate, iso-propyl acetate, toluene, methyl acetate, iso-butanol, n-amyl alcohol, n-butyl alcohol, hexane, methanol, ethanol, n-propanol, isopropanol, n-butanol, isobutanol, methylethylketone, acetone, and combinations thereof.

59. A personal care composition according to Claim 32, wherein the solid polymer structurant is selected from the group consisting of polyvinyl alcohols, polyvinyl pyrrolidone, polyalkylene oxides, celluloses, cellulose derivatives, polysaccharides, polysaccharide derivatives, polycarboxylic acids, salts of polycarboxylic acids, polyamino acids, peptides, polyamides, polyacrylamides, polyesters, poly(vinyl methyl ether-co-maleic anhydride), alginates, alginate derivatives, pectins, polyethylene oxides, gelatins, carrageenans, chitosans, starches, starch derivatives, and combinations thereof.

60. A personal care composition according to Claim 32, wherein the solid polymer structurant comprises polyvinyl alcohol.

61. A personal care composition according to Claim 32, wherein the weight ratio of the surfactant to the solid polymer structurant is from about 1:1.6 to about 3:1.

62. A personal care composition according to Claim 32, wherein the composition is in the form of a textured substrate.

63. A method of topically applying active ingredients to the hair or skin, said method comprising the steps of:

(A) applying to the hair or skin a combination of water and a personal care composition, said personal care composition comprising a solid polymeric foam that contains:

(i) a solid polymer structurant that provides the solid polymeric foam with a Foam Dissolution Rate of from about 10% to about 100%; and

(ii) an active ingredient comprising a surfactant in a weight ratio of the surfactant to the solid polymer structurant of from about 1: 1.6 to about 10:1; and

(B) rinsing the hair or skin with water to disintegrate and rinse-away the high-density polymeric foam such that the disintegrated polymeric foam in accordance with

the Substrate Disintegration Test contains no individual foam pieces having a topographical area of more than about 10% of the topographical area of the solid polymeric foam prior to application.

- 5 64. The method of Claim 63, wherein the solid polymeric structurant is a synthetic polymer.
65. The method of Claim 63, wherein the solid polymeric foam is prepared by a process comprising the steps of:
 - 10 (A) heating a liquid composition containing at least about 3% by weight of the polymeric structurant as solubilized or dispersed polymer in said liquid composition at a temperature of at least about 55°C;
 - (B) introducing air to the heated liquid composition; and
 - (C) drying the air-containing composition to form the solid polymeric foam.
- 15 66. The method of Claim 63 wherein the Foam Density is an Immersion Density of from about 0.23 grams/cm³ to about 0.7 grams/ cm³.
67. The method of Claim 63 wherein the Foam Density is a Calculated Density of from about 0.25 grams/cm³ to about 0.7 grams/ cm³.
- 20 68. The method of Claim 63 wherein the disintegrated polymeric foam contains no individual foam pieces having a topographical area of more than 0.10 inch ² as determined by the Substrate Disintegration Test.
- 25 69. The method of Claim 63 wherein the personal care composition is in the form of a thin sheet having a Foam Thickness of from about 0.2mm to about 40 mm.
70. The method of Claim 63 wherein the personal care composition is in the form of a thin sheet having a Foam Thickness of from about 1.5 mm to about 7 mm.
- 30 71. The method of Claim 63 wherein the solid polymeric foam has a basis weight of from about 250 grams/m² to about 1,000 grams/m².
72. The method of Claim 63 wherein the solid polymeric foam has a basis weight of from about 35 50 grams/m² to about 3,000 grams/m².

73. The method of Claim 63 wherein the solid polymeric foam has a Dry Drape Value of from zero to about 84.

74. The method of Claim 63 wherein the solid polymeric foam has a Dry Drape Value of from about 30 to about 80.

75. The method of Claim 63 wherein the solid polymeric foam has a Wet Drape Value of from about 5 to about 84.

76. The method of Claim 63 wherein the solid polymeric foam has a Wet Drape Value of from about 40 to about 84.

77. The method of Claim 63 wherein the solid polymeric foam has a Total Lather Volume of from about 1,000 ml to about 4,000 ml.

78. The method of Claim 63 wherein the solid polymeric foam has a Total Lather Volume of from about 2,000 ml to about 4,000 ml.

79. The method of Claim 63 wherein the solid polymeric foam has a Total Lather Volume of from about 400 ml to about 1,000 ml.

80. The method of Claim 63 wherein the solid polymeric foam has a Total Lather Volume of from about 400 ml to about 700 ml.

81. The method of Claim 63 wherein the solid polymeric foam has a Dissolution Rate of from about 10% to about 100%.

82. The method of Claim 63 wherein the solid polymeric foam has a Dissolution Rate of from about 27% to about 80%.

83. The method of Claim 63 wherein the solid polymer foam has a Moisture Retention of less than about 0.1 grams.

84. The method of Claim 63 wherein the solid polymer foam has a Moisture Retention of from about

85. The method of Claim 63 wherein the surfactant represents from about 0.5% to about 75% by weight of the solid polymeric foam.

86. The method of Claim 63 wherein the surfactant represents from about 1% to about 50% by weight of the solid polymeric foam.

87. The method of Claim 63 wherein the surfactant comprises an anionic cleansing surfactant.

88. The method of Claim 63 wherein the solid polymeric foam further comprises a plasticizing agent.

89. The method of Claim 88, wherein the plasticizing agent is selected from the group consisting of glycerol, propylene glycol, butylenes glycol, cyclohexane dimethanol, alkyl phthallates, allyl phthallates, naphthalates, ethyl acetate, butyl acetate, benzyl alcohol, amyl acetate, propyl acetate, acetone, heptane, iso-butyl acetate, iso-propyl acetate, toluene, methyl acetate, iso-butanol, n-amyl alcohol, n-butyl alcohol, hexane, methanol, ethanol, n-propanol, isopropanol, n-butanol, isobutanol, methylethylketone, acetone, and combinations thereof.

90. The method of Claim 63 wherein the solid polymer structurant is hot water soluble and cold water insoluble as characterized by a viscosity of less than about 15 cP as determined by the Cold Water Insolubility Test and a viscosity of greater than 10 cP as determined by the Hot Water Solubility Test.

91. The method of Claim 1 wherein the personal care composition is a shampoo composition intended for application to the hair.

92. The method of Claim 63 wherein the personal care composition is a body cleansing composition intended for application to the skin.

93. The method of Claim 63, wherein the solid polymer structurant is selected from the group consisting of polyvinyl alcohols, polyvinyl pyrrolidone, polyalkylene oxides, celluloses, cellulose derivatives, polysaccharides, polysaccharide derivatives, polycarboxylic acids, salts of polycarboxylic acids, polyamino acids, peptides, polyamides, polyacrylamides, polyesters, poly(vinyl methyl ether-co-maleic anhydride), alginates, alginate derivatives, pectins, polyethylene oxides, gelatins, carrageenans, chitosans, starches, starch derivatives, and combinations thereof.

94. The method of Claim 63 wherein the solid polymer structurant comprises polyvinyl alcohol.

95. The method of Claim 63 wherein the water has an average temperature of at least about 85°F.

96. The method of Claim 63 wherein the water has an average temperature of from about 100°F to about 140°F.

97. The method of Claim 63 wherein the composition is applied during a bath or shower lasting for at least about 0.5 minutes.

98. The method of Claim 63 wherein the composition is applied during a bath or showering lasting from about 2 minutes to about 20 minutes.

99. The method of Claim 63 wherein the weight ratio of the surfactant to the solid polymer structurant is from about 1:1.6 to about 3:1.

100. The method of Claim 63 wherein the composition is in the form of a textured substrate.

101. Personal care compositions for topical application to the hair or skin, said compositions comprising a solid polymeric foam, said polymeric foam comprising:

(A) a solid polymer structurant having a viscosity of less than about 15 cP in accordance with a Cold Water Insolubility Test and a viscosity of greater than about 10 cP in accordance with a Hot Water Solubility Test; and

(B) an active ingredient comprising a surfactant in a weight ratio of the surfactant to the solid polymer structurant of from about 1:8 to about 10:1;

wherein the solid polymeric foam has a Dissolution Rate of from about 10% to about 96%, and wherein the solid polymeric foam disintegrates in water in accordance with a Substrate Disintegration Test such that no individual foam pieces remain after disintegration that have a topographical area of more than about 10% of the topographical area of the solid polymeric foam prior to application with water.

102. A personal care composition according to Claim 101, wherein the solid polymeric structurant is a synthetic polymer.

103. A personal care composition according to Claim 101, wherein the solid polymeric foam is prepared by a process comprising the steps of:

- (A) heating a liquid composition containing at least about 3% by weight of the polymeric structurant as solubilized or dispersed polymer in said liquid composition at a temperature of at least about 55°C;
- (B) introducing air to the heated liquid composition; and
- (C) drying the air-containing composition to form the solid polymeric foam.

104. A personal care composition according to Claim 101, wherein the solid polymeric foam has an Immersion Density of from about 0.23 grams/cm³ to about 1.20 grams/cm³.

105. A personal care composition according to Claim 101, wherein the solid polymeric foam has a Calculated Density of from about 0.23 grams/cm³ to about 1.2 grams/cm³.

106. A personal care composition according to Claim 101, wherein the disintegrated polymeric foam contains no individual foam pieces having a topographical area of more than 0.10 inch² as determined by the Substrate Disintegration Test.

107. A personal care composition according to Claim 101, wherein the personal care composition is in the form of a thin sheet having a Foam Thickness of from about 0.2mm to about 40 mm.

108. A personal care composition according to Claim 101, wherein the personal care composition is in the form of a thin sheet having a Foam Thickness of from about 1.5 mm to about 7 mm.

109. A personal care composition according to Claim 101, wherein the solid polymeric foam has a basis weight of from about 250 grams/m² to about 1,000 grams/m².

110. A personal care composition according to Claim 101, wherein the solid polymeric foam has a basis weight of from about 50 grams/m² to about 3,000 grams/m².

111. A personal care composition according to Claim 101, wherein the solid polymeric foam has a Dry Drape Value of from zero to about 84.

112. A personal care composition according to Claim 101, wherein the solid polymeric foam has a Dry Drape Value of from about 30 to about 80.

113. A personal care composition according to Claim 101, wherein the solid polymeric foam has a Wet Drape Value of from about 5 to about 84.

114. A personal care composition according to Claim 101, wherein the solid polymeric foam has a Wet Drape Value of from about 40 to about 84.

115. A personal care composition according to Claim 101, wherein the solid polymeric foam has a Total Lather Volume of from about 1,000 ml to about 4,000 ml.

116. A personal care composition according to Claim 101, wherein the solid polymeric foam has a Total Lather Volume of from about 2,000 ml to about 4,000 ml.

117. A personal care composition according to Claim 101, wherein the solid polymeric foam has a Total Lather Volume of from about 400 ml to about 1,000 ml.

118. A personal care composition according to Claim 101, wherein the solid polymeric foam has Total Lather Volume of from about 400 ml to about 700 ml.

119. A personal care composition according to Claim 101, wherein the weight ratio of the surfactant to the solid polymer structurant is from about 1:1.6 to about 3:1

120. A personal care composition according to Claim 101, wherein the solid polymeric foam has a Dissolution Rate of from about 27% to about 80%.

121. A personal care composition according to Claim 101, wherein the solid polymer foam has a Moisture Retention of less than about 0.95 grams.

122. A personal care composition according to Claim 101, wherein the solid polymer foam has a Moisture Retention of less than about 0.1 grams.

123. A personal care composition according to Claim 101, wherein the surfactant represents from about 0.5% to about 75% by weight of the solid polymeric foam.

124. A personal care composition according to Claim 101, wherein the surfactant represents from about 1% to about 50% by weight of the solid polymeric foam.

125. A personal care composition according to Claim 101, wherein the surfactant comprises an anionic cleansing surfactant.

126. A personal care composition according to Claim 101, wherein the solid polymeric foam further comprises a plasticizing agent.

127. A personal care composition according to Claim 126, wherein the plasticizing agent is selected from the group consisting of glycerol, propylene glycol, butylenes glycol, cyclohexane dimethanol, alkyl phthallates, allyl phthallates, naphthalates, ethyl acetate, butyl acetate, benzyl alcohol, amyl acetate, propyl acetate, acetone, heptane, iso-butyl acetate, iso-propyl acetate, toluene, methyl acetate, iso-butanol, n-amyl alcohol, n-butyl alcohol, hexane, methanol, ethanol, n-propanol, isopropanol, n-butanol, isobutanol, methylethylketone, acetone, and combinations thereof.

128. A personal care composition according to Claim 101, wherein the solid polymer structurant is selected from the group consisting of polyvinyl alcohols, polyvinyl pyrrolidone, polyalkylene oxides, celluloses, cellulose derivatives, polysaccharides, polysaccharide derivatives, polycarboxylic acids, salts of polycarboxylic acids, polyamino acids, peptides, polyamides, polyacrylamides, polyesters, poly(vinyl methyl ether-co-maleic anhydride), alginates, alginate derivatives, pectins, polyethylene oxides, gelatins, carrageenans, chitosans, starches, starch derivatives, and combinations thereof.

129. A personal care composition according to Claim 101, wherein the solid polymer structurant comprises polyvinyl alcohol.

130. A personal care composition according to Claim 101, wherein the weight ratio of the surfactant to the solid polymer structurant is from about 1:1.6 to about 3:1

131. A personal care composition according to Claim 101, wherein the composition is in the form of a textured substrate.

132. A personal care composition for topical application to the hair or skin, said composition comprising a solid polymeric foam, said polymeric foam comprising:

(A) a solid polymer structurant having a first viscosity of less than about 15 cP in accordance with the Cold Water Insolubility Test and a second viscosity of greater than about 15 cP in accordance with the Second Cold Water Insolubility Test; and

(B) an active ingredient comprising a surfactant in a weight ratio of the surfactant to the solid polymer structurant of from about 1:8 to about 10:1;

wherein the solid polymeric foam has a Dissolution Rate of from about 10% to about 96%, and wherein the solid polymeric foam disintegrates in water in accordance with the Substrate Disintegration Test such that no individual foam pieces remain after disintegration that have a topographical area of more than about 10% of the topographical area of the solid polymeric foam prior to application with water.

133. A personal care composition according to Claim 132, wherein the solid polymeric structurant is a synthetic polymer.

134. A personal care composition according to Claim 132, wherein the solid polymeric foam is prepared by a process comprising the steps of:

(A) heating a liquid composition containing at least about 3% by weight of the polymeric structurant as solubilized or dispersed polymer in said liquid composition at a temperature of at least about 55°C;

(B) introducing air to the heated liquid composition; and

(C) drying the air-containing composition to form the solid polymeric foam.

135. A personal care composition according to Claim 132, wherein the solid polymeric foam has an Immersion Density of from about 0.23 grams/cm³ to about 1.20 grams/cm³.

136. A personal care composition according to Claim 132, wherein the solid polymeric foam has a Calculated Density of from about 0.23 grams/cm³ to about 1.2 grams/cm³.

137. A personal care composition according to Claim 132, wherein the disintegrated polymeric foam contains no individual foam pieces having a topographical area of more than 0.10 inch² as determined by the Substrate Disintegration Test.

138. A personal care composition according to Claim 132, wherein the personal care composition is in the form of a thin sheet having a Foam Thickness of from about 0.2mm to about 40 mm.

139. A personal care composition according to Claim 132, wherein the personal care composition is in the form of a thin sheet having a Foam Thickness of from about 1.5 mm to about 7 mm.

5 140. A personal care composition according to Claim 132, wherein the solid polymeric foam has a basis weight of from about 250 grams/m² to about 1,000 grams/m².

141. A personal care composition according to Claim 132, wherein the solid polymeric foam has a basis weight of from about 50 grams/m² to about 3,000 grams/m².

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142. A personal care composition according to Claim 132, wherein the solid polymeric foam has a Dry Drape Value of from zero to about 84.

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143. A personal care composition according to Claim 132, wherein the solid polymeric foam has a Dry Drape Value of from about 30 to about 80.

144. A personal care composition according to Claim 132, wherein the solid polymeric foam has a Wet Drape Value of from about 5 to about 84.

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145. A personal care composition according to Claim 132, wherein the solid polymeric foam has a Wet Drape Value of from about 40 to about 84.

146. A personal care composition according to Claim 132, wherein the solid polymeric foam has a Total Lather Volume of from about 1,000 ml to about 4,000 ml.

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147. A personal care composition according to Claim 132, wherein the solid polymeric foam has a Total Lather Volume of from about 2,000 ml to about 4,000 ml.

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148. A personal care composition according to Claim 132, wherein the solid polymeric foam has a Total Lather Volume of from about 400 ml to about 1,000 ml.

149. A personal care composition according to Claim 132, wherein the solid polymeric foam has a Total Lather Volume of from about 400 ml to about 700 ml.

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150. A personal care composition according to Claim 132, wherein the solid polymeric foam has a Dissolution Rate of from about 10% to about 100%.

151. A personal care composition according to Claim 132, wherein the solid polymeric foam has a Dissolution Rate of from about 27% to about 80%.

5 152. A personal care composition according to Claim 132, wherein the solid polymer foam has a Moisture Retention of less than about 0.95 grams.

153. A personal care composition according to Claim 132, wherein the solid polymer foam has a Moisture Retention of less than about 0.1 grams.

10 154. A personal care composition according to Claim 132, wherein the surfactant represents from about 0.5% to about 75% by weight of the solid polymeric foam.

15 155. A personal care composition according to Claim 132, wherein the surfactant represents from about 1% to about 50% by weight of the solid polymeric foam.

156. A personal care composition according to Claim 132, wherein the surfactant comprises an anionic cleansing surfactant.

20 157. A personal care composition according to Claim 132, wherein the solid polymeric foam further comprises a plasticizing agent.

25 158. A personal care composition according to Claim 157, wherein the plasticizing agent is selected from the group consisting of glycerol, propylene glycol, butylenes glycol, cyclohexane dimethanol, alkyl phthallates, allyl phthallates, naphthalates, ethyl acetate, butyl acetate, benzyl alcohol, amyl acetate, propyl acetate, acetone, heptane, iso-butyl acetate, iso-propyl acetate, toluene, methyl acetate, iso-butanol, n-amyl alcohol, n-butyl alcohol, hexane, methanol, ethanol, n-propanol, isopropanol, n-butanol, isobutanol, methylethylketone, acetone, and combinations thereof.

30 159. A personal care composition according to Claim 132, wherein the solid polymer structurant is selected from the group consisting of polyvinyl alcohols, polyvinyl pyrrolidone, polyalkylene oxides, celluloses, cellulose derivatives, polysaccharides, polysaccharide derivatives, polycarboxylic acids, salts of polycarboxylic acids, polyamino acids, peptides, polyamides, 35 polyacrylamides, polyesters, poly(vinyl methyl ether-co-maleic anhydride), alginates, alginate

derivatives, pectins, polyethylene oxides, gelatins, carrageenans, chitosans, starches, starch derivatives, and combinations thereof.

160. A personal care composition according to Claim 132, wherein the solid polymer structurant
5 comprises polyvinyl alcohol.

161. A personal care composition according to Claim 132, wherein the weight ratio of the surfactant to the solid polymer structurant is from about 1:1.6 to about 3:1

10 162. A personal care composition according to Claim 132, wherein the composition is in the form of a textured substrate.

163. A method of topically applying active ingredients to the hair or skin, said method comprising the steps of:

15 (A) applying to the hair or skin a combination of water and a personal care composition, said personal care composition comprising a solid polymeric foam that contains:

(i) a solid polymer structurant that provides the solid polymeric foam with a Foam Dissolution Rate of from about 10% to about 96%; and

20 (ii) an active ingredient comprising a surfactant in a weight ratio of the surfactant to the solid polymer structurant of from about 1: 8 to about 10:1; and

(B) rinsing the hair or skin with water to disintegrate and rinse-away the high-density polymeric foam such that the disintegrated polymeric foam in accordance with
25 the Substrate Disintegration Test contains no individual foam pieces having a topographical area of more than about 10% of the topographical area of the solid polymeric foam prior to application.

164. The method of Claim 163, wherein the solid polymeric structurant is a synthetic polymer.
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165. The method of Claim 163, wherein the solid polymeric foam is prepared by a process comprising the steps of:

(A) heating a liquid composition containing at least about 3% by weight of the polymeric structurant as solubilized or dispersed polymer in said liquid composition at a
35 temperature of at least about 55°C;

(B) introducing air to the heated liquid composition; and

(C) drying the air-containing composition to form the solid polymeric foam.

166. The method of Claim 163 wherein the Foam Density is an Immersion Density of from about 0.23 grams/cm³ to about 0.7 grams/cm³.

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167. The method of Claim 163 wherein the Foam Density is a Calculated Density of from about 0.25 grams/cm³ to about 0.7 grams/cm³.

168. The method of Claim 163 wherein the disintegrated polymeric foam contains no individual foam pieces having a topographical area of more than 0.10 inch² as determined by the Substrate Disintegration Test.

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169. The method of Claim 163 wherein the personal care composition is in the form of a thin sheet having a Foam Thickness of from about 0.2mm to about 40 mm.

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170. The method of Claim 163 wherein the personal care composition is in the form of a thin sheet having a Foam Thickness of from about 1.5 mm to about 7 mm.

171. The method of Claim 163 wherein the solid polymeric foam has a basis weight of from about 250 grams/m² to about 1,000 grams/m².

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172. The method of Claim 163 wherein the solid polymeric foam has a basis weight of from about 50 grams/m² to about 3,000 grams/m².

173. The method of Claim 163 wherein the solid polymeric foam has a Dry Drape Value of from zero to about 84.

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174. The method of Claim 163 wherein the solid polymeric foam has a Dry Drape Value of from about 30 to about 80.

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175. The method of Claim 163 wherein the solid polymeric foam has a Wet Drape Value of from about 5 to about 84.

176. The method of Claim 163 wherein the solid polymeric foam has a Wet Drape Value of from about 40 to about 84.

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177. The method of Claim 163 wherein the solid polymeric foam has a Total Lather Volume of from about 1,000 ml to about 4,000 ml.

178. The method of Claim 163 wherein the solid polymeric foam has a Total Lather Volume of from about 2,000 ml to about 4,000 ml.

179. The method of Claim 163 wherein the solid polymeric foam has a Total Lather Volume of from about 400 ml to about 1,000 ml.

180. The method of Claim 163 wherein the solid polymeric foam has a Total Lather Volume of from about 400 ml to about 700 ml.

181. The method of Claim 163 wherein the solid polymeric foam has a Dissolution Rate of from about 10% to about 100%.

182. The method of Claim 163 wherein the solid polymeric foam has a Dissolution Rate of from about 27% to about 80%.

183. The method of Claim 163 wherein the solid polymer foam has a Moisture Retention of less than about 0.1 grams.

184. The method of Claim 163 wherein the solid polymer foam has a Moisture Retention of from about

185. The method of Claim 163 wherein the surfactant represents from about 0.5% to about 75% by weight of the solid polymeric foam.

186. The method of Claim 163 wherein the surfactant represents from about 1% to about 50% by weight of the solid polymeric foam.

187. The method of Claim 163 wherein the surfactant comprises an anionic cleansing surfactant.

188. The method of Claim 163 wherein the solid polymeric foam further comprises a plasticizing agent.

189. The method of Claim 188, wherein the plasticizing agent is selected from the group consisting of glycerol, propylene glycol, butylenes glycol, cyclohexane dimethanol, alkyl phthallates, allyl phthallates, naphthalates, ethyl acetate, butyl acetate, benzyl alcohol, amyl acetate, propyl acetate, acetone, heptane, iso-butyl acetate, iso-propyl acetate, toluene, methyl acetate, iso-butanol, n-amyl alcohol, n-butyl alcohol, hexane, methanol, ethanol, n-propanol, isopropanol, n-butanol, isobutanol, methylethylketone, acetone, and combinations thereof.

190. The method of Claim 163 wherein the solid polymer structurant is hot water soluble and cold water insoluble as characterized by a viscosity of less than about 15 cP as determined by the Cold Water Insolubility Test and a viscosity of greater than 10 cP as determined by the Hot Water Solubility Test.

191. The method of Claim 163 wherein the personal care composition is a shampoo composition intended for application to the hair.

192. The method of Claim 163 wherein the personal care composition is a body cleansing composition intended for application to the skin.

193. The method of Claim 163, wherein the solid polymer structurant is selected from the group consisting of polyvinyl alcohols, polyvinyl pyrrolidone, polyalkylene oxides, celluloses, cellulose derivatives, polysaccharides, polysaccharide derivatives, polycarboxylic acids, salts of polycarboxylic acids, polyamino acids, peptides, polyamides, polyacrylamides, polyesters, poly(vinyl methyl ether-co-maleic anhydride), alginates, alginate derivatives, pectins, polyethylene oxides, gelatins, carrageenans, chitosans, starches, starch derivatives, and combinations thereof.

194. The method of Claim 163 wherein the solid polymer structurant comprises polyvinyl alcohol.

195. The method of Claim 163 wherein the water has an average temperature of at least about 85°F.

196. The method of Claim 163 wherein the water has an average temperature of from about 100°F to about 140°F.

197. The method of Claim 163 wherein the composition is applied during a bath or shower lasting for at least about 0.5 minutes.

5 198. The method of Claim 163 wherein the composition is applied during a bath or showering lasting from about 2 minutes to about 20 minutes.

199. The method of Claim 163 wherein the weight ratio of the surfactant to the solid polymer structurant is from about 1:1.6 to about 3:1

10 200. The method of Claim 163 wherein the composition is in the form of a textured substrate.